## Economic Development Commission

Town of Bethel, Connecticut

Bethel Municipal Center \* 1 School Street \* Bethel, Connecticut 06801 (203)794-8540 Facsimile (203) 778-7520

#### MINUTES OF SPECIAL MEETING

Wednesday, August 24, 2016

4:00 P.M.

CJH MUNICIPAL CENTER-MEETING ROOM "A"

RECEIVED 2016 AUG 25 A & 17

PRESENT- Michael Boyle, Chairman, Members: Noel Gill, Roy Steiner, Bonnie Brown, Jay Streaman. Also in attendance was Janice Chrzescijanek, Economic Development Director. Richard Mancuso, the managing member of Development Asset Group, LLC. Jim Davenport, property owner. Beth Cavagna, Town Planner.

Absent: Kevin McMahon and Sharon Straiton

<u>CALL TO ORDER-</u> Michael Boyle called the meeting to order at 4:00 p.m. with the pledge of allegiance.

<u>APPROVAL OF MINUTES</u>- Bonnie Brown made a motion to approve the minutes of August 1, 2016. The motion was seconded by Jay Streaman. Vote was taken, the motion was accepted.

<u>11 DURANT AVENUE PROJECT-</u> Richard Mancuso presented the plans for 11 Durant Avenue owned by the Davenports (see attached).

**ECONOMIC DIRECTORS REPORT**- Janice Chrzescijanek presented the Directors Report (see attached).

**INVOICES-** None

## Adjourn-

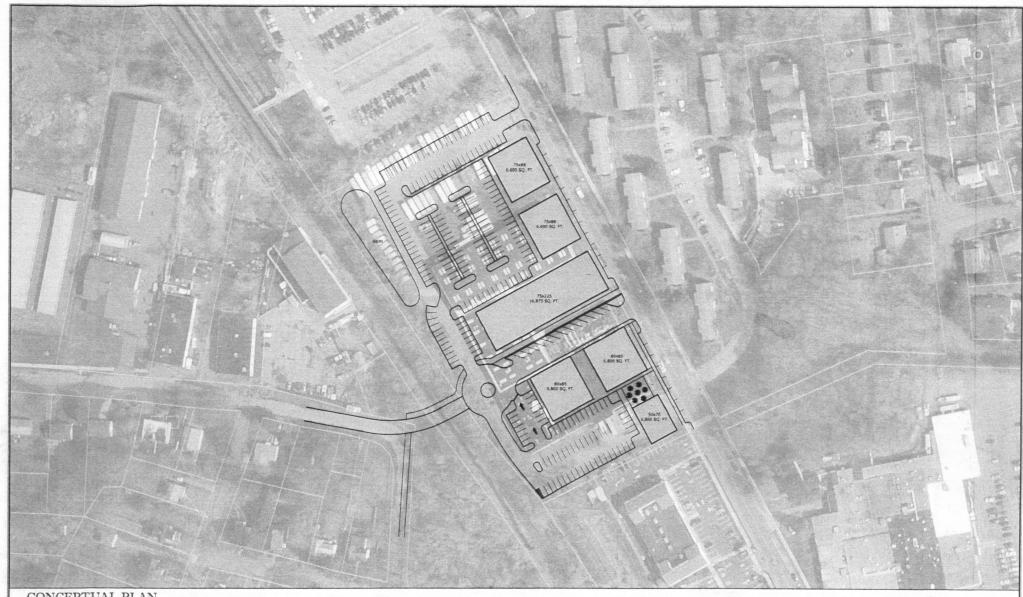
A motion to adjourn was made by Noel Gill; the motion was seconded by Roy Steiner.

Vote taken, motion unanimously approved. Meeting adjourned 5:05 PM

Respectfully submitted,

Liza Bergh,

Recording Secretary



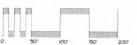
CONCEPTUAL PLAN

THE STATION

11 DURANT AVENUE BETHEL. CONNECTICUT APRIL 18, 2016









### The Station Building

will total approx 151 units 8,000 sq ft retail

Assume:

Use starting budget \$85 psf construction cost Assume sitework \$15,000/unit, per RM&KD Assume land alloc \$350000

Hard costs				
	units	\$/unit		
Site	151	15000	\$ 2,265,000.00	\$15000 per unit Sitework, Demo,
Building	200000	85	\$ 17,000,000.00	200000 sf / gross floor area- the 8,000
Elevators	4	100000	\$ 400,000.00	
Club	151	1000	\$ 151,000.00	Budget
Remediation/Demo	1	350,000	\$ 350,000.00	
Sub Total			\$ 20,166,000.00	
Soft Costs				
Land	1	3500000	\$ 3,500,000.00	
Arch design	\$ 120,000.00	4	\$ 480,000.00	
Approvals	151	2000	\$ 302,000.00	
Interest const period	1000000	0.35	\$ 350,000.00	12 months
Interest lease up	1600000	0.4	\$ 640,000.00	
marketing	1	100000	\$ 100,000.00	allowance
leasing payroll	2	50000	\$ 100,000.00	
taxes construction period	1	68800	\$ 68,800.00	
taxes lease up	151	458	\$ 69,158.00	Assumes stabilization 6 months after
GC's	\$ 17,000,000.00	0.045	\$ 765,000.00	Target 4.5% of hard costs

Fees & Other	151	1100	\$ 166,100.00
Loan closing costs	151	1000	\$ 151,000.00
Legal/leases/misc	1	25000	\$ 25,000.00
Rec Fees		0	\$ -
Misc	1	300000	\$ 300,000.00
Sub Total softs			\$ 7,017,058.00
TOTAL			\$ 27,183,058.00
per unit			\$ 176,513.36

### Assuming we have 1 standard lease

allowance

#### The Station Bethel

Assume:

All Rents now per sheet 3

utilities separately metered

Income				
	units	Unit cost		
Rent	151		\$ 3,124,596.00	see sheet 3
Garage Rents			\$ -	see sheet 3
fines/late fees etc	151	50	\$ 7,550.00	
Laundry Income			\$ -	see sheet 3
Amenity Fees		20	\$ -	
Pet fees	20	40	\$ 9,600.00	
vacancy	\$ 3,141,746.00	-0.04	\$ (125,669.84)	
Sub Total			\$ 3,016,076.16	
Expenses				
Supplies	151	600	\$ 90,600.00	
Payroll	4	40000	\$ 160,000.00	allowance
Management fees	1	100000	\$ 100,000.00	
Utilities	1	50000	\$ 50,000.00	
Insurance	151	350	\$ 52,850.00	
Legal	1	20000	\$ 20,000.00	
Accounting	151	150	\$ 22,650.00	
landscaping/Snow	1	124000	\$ 124,000.00	
cleaning	1	40000	\$ 40,000.00	
snow	1	60000	\$ 60,000.00	
Elevator	4	5000	\$ 20,000.00	
HVAC	4	10000	\$ 40,000.00	
Unit make ready	22	1000	\$ 22,000.00	
Misc/commisions	1	100000	\$ 100,000.00	allowance
RE Taxes	151	500	\$ 75,500.00	allowance assuming tax abatement

Sub Total

\$ 977,600.00 **\$ 6,307.10** per unit

NOI

\$ 2,038,476.16

**Total Cost** 

\$ 27,183,058.00

Construction/Permanent loan

\$20,000.00

Rent Roll

Unit Type		sf	#	rent psf		1	ent/mo	income/yr	balcony	
Retail	Α	8000	1	\$	1.98	\$	15,833.00	\$ 189,996.00		At \$19.00 a SQ. FT.
								\$ -		
1 BR	Н	847	21	\$	1.77	\$	1,500.00	\$ 378,000.00		
1 BR	В	800	7	\$	1.35	\$	1,150.00	\$ 96,600.00		
2 BR	С			#DIV/	0!			\$ -		
2 BR	D			#DIV/	0!			\$ -		
2 BR	Е	950	8	\$	1.47	\$	1,400.00	\$ 134,400.00		
2 BR	F	1087	114	\$	1.56	\$	1,700.00	\$ 2,325,600.00		
1BR +den	G		151	#DIV/	0!			\$ <del>-</del>	\$ 3,124,596.00	Unit rents
								\$		
Laundry Incom	me							\$ -		
TOTAL INC	COME							\$ 3,124,596.00	\$ 1,679.89	per unit/mo/including

# AVERAGE ANNUAL EXPENDITURES: \$50,486



\$47.846



\$54,918



W \$55,453



\$46,823

TOBACCO PRODUCTS AND SMOKING SUPPLIES

\$8.583 17.0%

\$303 0.69



HOUSING \$17.115 33.9%



ALCOHOLIC BEVERAGES

\$454 0.9%



EADING

\$101 0.2%



HEALTHCARE

\$2,979 5.99



CASH CONTRIBUTIONS

\$1,717 3.4%



PERSONAL INSURANCE & PENSIONS

\$5,604 11.1%



\$1.817 3.6%

\$1.060 2.1%



PERSONAL CARE PRODUCTS & SERVICES

\$606 1.2%





\$6,462 12.8%



\$574 | 21%



\$515 20%



\$721 229

AUDIO AND VISUAL EQUIPMENT & SERVICES
 \$1.060 38%





\$1,005 36%





\$1.054 | 32%

OTHER (ENTERTAINMENT SUPPLIES, EQUIPMENT, & SERVICES)

\$454 16%

PETS, TOYS, HOBBIES, & PLAYGROUND EQUIPMENT \$707 25%

#### **Proposal Redevelopment**

#### 11 Durant Ave.

#### The Station

#### Site Summary

The site consist of 5 acres with a steel and masonry warehouse with a gross floor area of 70,900 sq. ft. currently used for storage and the parking of school buses on site. IV Port LLC currently rents space to the following companies.

The subject parcel is located on Durant Ave. south of the train station towards Greenwood Ave. The land does have some remediation work that will be required from a prior use and adjacent property as part of the construction of the development. The site will also have to be raised to achieve at grade crossing at the tracks along with construction of a head wall at the brook that runs to the rear of the site and adjacent to the Metro North line.

#### The Plan

The plan for the site is to seek approvals for 150 residential units and 6,000-10,000 sq. ft. of commercial space spread across 5 to 6 building. The buildings will be architecturally harmonious with the bucolic feel of downtown Bethel. Units are in envisioned to be for rent and a minimum of 10% of the units will be deed restricted for work force housing (80% of the medium income for Bethel). Total square footage of new construction is estimated to be in the area of 200,000 sq. ft. At grade on site parking will be constructed to accommodate the residential units along with an estimated 35 public spaces along the new and existing road frontage.

Approximately .20 acres of land will be deeded to the town and a new road will be constructed at the owner's expense to help facilitate a new at grade crossing over the tracks. The vision of this crossing is to help connect existing neighborhoods to downtown and alleviate traffic on Greenwood Ave. As part of this new road a consistent street scape consisting of sidewalk's, parking, lighting and bike lanes will be constructed along with the redesign of the frontage on Durant Ave. It is also envisioned that a

pocket park can be incorporated into the site for public enjoyment. Estimated taxes on the project when complete will exceed \$350,000 a year current taxes are \$64,000 a year.

The influx of new residents to downtown and the long term effect will help support the local economy with the money that will spent in the local stores, restaurants and on services. Along with taxes on the property and vehicles owned by residents. The immediate impact will be the approximately 200 jobs created during construction, with a good portion of the estimated \$22+ million dollar budget to be spent on local goods, trades and services. This along with fees to the town for building permits water & sewer hookup fees

Apartment residents of this type of development tend to produce less children into the school system and have more disposable income than many single family homeowners. Some of these people will become active in the community and at some point become a ready purchaser of existing home inventory. The residents will mostly consist of young adults (Millennials) and aging baby boomers

## **Economic Impact of Commercial and 150 New Apartments**

Total Economic Impact	\$29,071,675.
The combined direct and indirect contribution of Construction, operation spending to the economy	ns and resident
Total Jobs Supported	220
Total number of direct and indirect jobs from construction and ongoing of	operations
Apartment Residents	Est. 275
Spending Power other than rent \$9,137	\$2,512,675
Direct Jobs Supported From Spending Power of Development	17
Apartment Operations	
Operation Dollars Spent	\$700,000
Direct on Site Jobs	4
Total Economic Contribution	\$1,059,000
Total Jobs Supported	8
Commercial Operations 6,000 sq. ft. est.	
Operation Dollars Spent	\$500,000
Direct Jobs	18
Apartment Construction	
Construction Dollars Spent	\$25,000,000

#### **Market Conditions**

In the past five years there have been over 2,000 apartment units built in the Danbury, Bethel, Brookfield, Newtown market. Vacancy rates remain in the 5% area and are projected to remain stable for the next two years. The demand has been strong for apartments mostly because of lack of confidence in the for sale market and the difficulty in obtaining a mortgage for first time buyers.

At the current time there are over 700 permitted units approved and available for purchase to developers in the market place. Most of these sites are virgin ground that do not require major offsite improvements or demolition or remediation. The sites are mostly located within one mile of access to #184 or the route #7 connector in the four corners area.

#### The Station

As mentioned earlier the Durant Ave site has a warehouse and bus storage on it that has income stream for the current owners. The concerns of the current owners are spending hundreds of thousands of dollars in approvals on something that is at a disadvantage in the market place and would return less money than if the building was sold as is with its current cash flow.

In looking at the site from a developers stand point it is appealing to be located in bucolic downtown Bethel and have the convenience of the train station and restaurants. The market is strong but there is concern over saturation.

The negatives for the project are the cost of demolition and environmental remediation and the cost of construction of the new roadway bulk head and the Durant St. street scape. The associated cost raising the site so that the new at grade crossing can be achieved. This along with giving away .20 acres of land for the road and creating other constraints on site.

It is anticipated that there is roughly 2 million dollar negative on this project in added cost compared to other sites above and beyond the normal anticipated development cost. With this in mind and trying to achieve the goals of the town and meeting the needs of the owner to venture down this path. We are requesting the town of Bethel to consider a partial tax abatement in the form of keeping the current taxes on the existing building and land frozen for a period of Seven years from the time of issuance of the C.O.



### OFFICE OF ECONOMIC DEVELOPMENT

Clifford J. Hurgin Municipal Center, 1 School Street, Bethel, CT 06801 Telephone: 203-794-2822 – Fax: 203-778-7520 Email Address: eddirector@bethel-ct.gov

#### Economic Development Update – August 2016

#### NEWS AND ANNOUNCEMENTS.

MLB.com article on July 22, 2016 - "Connecticut Red Sox Service Scholarship recipient to be introduced at Fenway Park"

News-Times article on July 25, 2016 – "Bethel schools look for mentors for students"

Connecticut Magazine article on August 18, 2016 - "The Birth of Smirnoff & American Vodka"

#### BUILDING COMMUNITY PARTNERSHIPS

#### roperty and Business Owners

- 1. Personal Introductions Total of 197 visits
- 2. Clarke Park Street sign has been ordered. Expected to be installed in September.

#### ducational Institutions

- 1. **Bethel Public Schools** Mentor Program Open house on August 31<sup>st</sup> at 9:00am Berkshire Corporate Park (see attached flyer)
- 2. WCSU An economics student at WSCU will be working as an ED intern for the 2016-2017 school year.

#### ulture and Arts

1. Bethel's Office of Economic Development was awarded the 2016 Arts in the Community Award by the Cultural Alliance of Western CT. It will be presented at the 10<sup>th</sup> Annual BSA Award Breakfast on October 20<sup>th</sup>.

#### BUSINESS DEVELOPMENT AND SUPPORT

#### usiness Assistance

- 1. Business Assistance (relocation, financial, expansion, location, permit) 168
  - Available Commercial Properties listed 12 (+2), Available Sites listed 5

#### 2. New Businesses

Beyond Urgent Care (6 Stony Hill Rd.), Prime Pub (68 Stony Hill Rd.), The Giggling Pig Art & Party (178 Greenwood Ave.)

#### 3. Old Bethel Train Station

- Lease should be completed by the first week of September. Once complete, the Old Train Station Committee will reconvene and make their recommendation to the BOS.
- Public Works has requested proposals from structural engineers to repair or rebuild the canopy.

#### **Development Opportunities**

#### 1. Bethel Forward

- Plan was adopted as an amendment to the 2007 POCD effective 9/1/2016.
- Zoning regulations are being drafted.
- Meeting with DECD on September 28<sup>th</sup> to see how we can partner with the state on the Bethel Forward project.

#### 2. Clarke Business Park

- Expansion -
  - Botanist report was forwarded to DEEP for review.

#### 3. Downtown Revitalization/Town Commercial Improvement Plan

- Phase I -
  - Downtown signs have been installed.
  - Bus Shelters are ready for delivery. Working on property easement and cement pad installation.
  - Remainder of the project which includes sidewalk and streetscape expansion, community gathering place, and Front Street improvements have gone out for bid.
- Phase II May 2016 Applied for second round of Main Street Investment fund grant for continuation of Greenwood Avenue streetscape.

#### MAREKING & PROMOTION

#### **Marketing Materials**

1. Working on updating the town brochure and the Guide to Opening a Business, and developing a community guide.

#### Social Media

1. Working to develop a social media ambassador program to help promote Bethel on social media.

#### PHYSICAL IMPROVEMENTS

#### Appeal

- 1. Maintenance of Streetscape
  - Repair of pavers and replacement of trees RFP will be going out next week. Project completion planned for fall 2016.

## Connecticut Red Sox Service Scholarship recipients to be introduced at Fenway Park Sunday

Winner of Red Sox Foundation "IMPACT Award" in Constitution state to be recognized

Press Release | July 22nd, 2016

The Red Sox Foundation will introduce recipients of the Connecticut Red Sox Service Scholarships during a pregame ceremony at Fenway Park before the Red Sox-Twins game on Sunday, July 24. The program awards students from 22 different public high schools across Connecticut with \$1,000 scholarships towards their college education based on academic performance, financial aid eligibility, and demonstrated community service.

The scholarship recipients will be congratulated on the field at Fenway Park by Red Sox Foundation Board member Linda Pizzuti Henry, Red Sox Executive Vice President Troup Parkinson, and Red Sox Foundation Executive Director Gena Borson. Ford Boston Regional Sales Operations Manager Tom O'Leary will also be on hand representing the Ford Motor Company Fund, a sponsor of the program.

This is the scholarship program's third year in Connecticut. It was first launched in New Hampshire in 2010 and now runs in all five New England states outside of Massachusetts.

The foundation will also honor the Connecticut winner of the "IMPACT Awards" (Inspiring More Philanthropy Across Charities Together) on Sunday, a program that provides Red Sox fans in the five New England states outside of Massachusetts with the opportunity to vote for their favorite local charities to determine the one awarded the annual grant.

Save-A-Suit, an organization dedicated to providing military veterans and

college graduates with professional business attire and the confidence needed to succeed in the professional workforce, is the winner of this year's Connecticut Impact Award. The Bethel, Connecticut-based non-profit will receive a \$10,000 grant from the Red Sox Foundation during Sunday's pregame ceremonies.

The July 24 ceremonies are part of Connecticut Day at Fenway Park, presented by Foxwoods Resort Casino. The ceremonial first pitch will be thrown out by Rodney Butler of Mashantucket, Connecticut, and the national anthem will by sung by Aisa and Kiona Carter of the Mashantucket Pequot Tribal Nation of southeastern Connecticut. Members of the Enfield, Connecticut, Police Department will carry the colors, and children from the Wheeler Clinic in Plainville, Connecticut, will say "Play Ball." Ayanna Leigh of Groton, Connecticut will sing God Bless America.

newstimes

http://www.newstimes.com/local/article/Bethel-schools-look-for-mentors-for-students-8406972.php

## Bethel schools look for mentors for students

By Julia Perkins Published 10:31 am, Monday, July 25, 2016



**Buy Photo** 

Bethel Public Schools, faculty and members of the Business Advisory Council, a partnership between the district and representatives from local businesses and colleges, watch a student's presentation at the new STEM lab at Bethel High School on Friday, Jan. 29, 2016.



Bethel- Businesses and individuals have the chance to mentor students at the public schools.

Bethel Public Schools is looking for businesses whose employees want to guide students as part of its mentoring program. The program is meant to help students succeed academically and personally, according to a press release.

Those who are interested in learning more about mentoring students can contact Program

Occardinator From Batana at natoral Chathal 1,70at ...

#### Coordinator Fran Feters at petersi@petitet.kizct.us.

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BLOG / CONNECTICUT TODAY / AUGUST 2016 / THE BIRTH OF SMIRNOFF & AMERICAN VODKA

Aug 18, 2016

## The Connecticut Story

09:17 AM

## The Birth of Smirnoff & American Vodka

BY ERIK OFGANG



In the aftermath of the Russian Revolution, Rudolph Kunett fled his country for Connecticut. Here he would start a revolution of a different kind, one that would forever change American drinking habits.

"Smirnoff [vodka] was originally Russian, but the Smirnoff we've been drinking since the beginning has always been from the United States," says Vic Matus, author of Vodka: How a Colorless, Odorless, Flavorless Spirit Conquered America.

Around 1934 Kunett began producing Smirnoff at a building that is still standing near the train tracks at 77 South St. in Bethel. It was, as The News-Times, a local paper, reported at the time, "the only plant of its kind in the

United States." Though vodka had been popular for centuries in Russia and surrounding countries, it had never been produced commercially in the U.S.



Smirnoff was founded in Moscow in 1864 by Pyotr Smirnov. In the late 1800s the vodka became a favorite of the Imperial Russian Court. But in the early 1900s, the political instability that had led Kunett to leave Russia also forced the Smirnoff company and family to flee. By the 1930s, when Kunett purchased the recipe and North American rights, the onceproud company was being run by Pyotr's son, Vladimir, and was in decline. But both Kunett and Vladimir felt the American market held many possibilities for the brand.

The April after Kunett opened, *The News-Times* paraphrased Smirnoff as saying that once "Americans become acquainted with the purity of vodka as Russian royalty knew it, they will prefer it to all other beverages."

Smirnoff was wrong. At first, anyhow.

"People didn't know what to do with it; people knew how to drink whiskey. But what is this clear, flavorless, odorless substance? No one had ever seen anything like this," says Matus.

It didn't help that Smirnoff's prestigious pedigree did little for Kunett. As *The New York Times* put it in 1995, "[Kunett] brought to Connecticut a great quantity of rubles and a patent to make Smirnoff, the only vodka served at the Imperial Russian Court. Unfortunately, the rubles were worthless on the world market and the Imperial Russian Court did not provide much cachet because it no longer existed."

By the end of the 1930s, Kunett was struggling. That's when John Martin of Heublein Inc. in Hartford took notice. A small, family-run company, Heublein Inc. had specialized in imported alcohols prior to prohibition, but in the 1930s it was surviving thanks to the success of one product: A1 Steak Sauce.



Martin made Kunett an offer: he would purchase his vodka equipment for \$14,000, hire him and give him a royalty of 5 percent on each Smirnoff bottle sold for the next 10 years. Kunett accepted.

## RUSSIAN VODKA NOW MADE HERE

### Only Plant of Kind in U.S. Is Operated in Bethel by Smirnoff, Inc.

The only plant of its kind in the United States is being operated in Bethel, that of Ste. Pierre Smirnoff Ple., Inc., at 77 South street, where Vodka, the favored beverage of the Russian Cares, is now being made for the American market under the same formula and the same direction as the official Vodka that was used for the Imperial Russian court.

Smirnoff's is an international company, with executive offices at 222 Madison avenue. New York, and in Paris and Nice and was solo fliquor surveyor to the Russian court from 1886 to the end of the dynasty, serving three successive generations of emperorated their families. The Smirnoff Yodka has been produced since 1818.

Manufacture of the product in this country brings Vodica to consumers in this country free of importeducies, it is stated by the comming, the foreign liquor costing from \$3.50 to \$4 per fifth whereas that in this country costs but \$1.50.

Unlike Kunett, Martin had an undeniable knack for sales. After initial shipments of vodka did surprisingly well in Columbia, South Carolina, Martin was determined to find out why. "We had a salesman down there and he had put up a great streamer: 'Smirnoff White Whiskey — No Smell, No Taste," Martin told the *Hartford Times* in 1964. "It was strictly illegal, of course, but it was going great. People were mixing it with milk and orange juice and whatnot."

This stroke of marketing genius turned criticisms of vodka, namely its lack of flavor and character, into its main selling points. Cocktails like the Bloody Mary (vodka and tomato juice) and the screwdriver (vodka and orange juice) became possible.

"You can put vodka in almost anything. You can't mix whiskey and tomato juice; that would be terrible," Matus says.

Martin also had a hand in spreading the beverage's reputation as a mixer. While visiting Hollywood, he and a friend, Jack Morgan, who ran the restaurant the Cock-'n-Bull, devised a drink using Smirnoff vodka and ginger beer. They served it in an iron mug and called it the Moscow Mule.

Early in the Cold War, when opinions in the U.S. cooled toward Russia and its products, a group of New York City bartenders in a

parade down Fifth Avenue carried a banner that read "Down with the Moscow Mule — We Don't Need Smirnoff Vodka." The parade made the front page of the *Daily News*, but Martin shrugged it off as a positive. When Heublein employees asked him what he would do, he responded, "Do! It was great," Martin said. "All the people who saw the sign were rushing into the bars to buy the drink."

Smirnoff's success paved the way for other vodka companies, including Grey Goose, which became a global vodka brand thanks to Norwich native Sidney Frank's promotional efforts.

Today, Smirnoff is owned by the British-based liquor giant Diageo, which has its North American headquarters in Norwalk. Despite whiskey and bourbon sales cutting into vodka market share, the drink of the czars continues to dominate hard liquor sales and Smirnoff remains the world's best-selling vodka, producing more than 9 million cases a year.

The 8,000-square-foot Bethel warehouse where it all started was for sale for \$525,000 as of July. "I've had a lot of people interested; they were talking about a microbrewery, another person looked at apartments," says its owner, John Verdi, who ran Verdi's Woodworking at the site throughout the 1990s and much of the 2000s. So far there's been no takers, and the birthplace of American vodka remains abandoned and largely forgotten.

Contact me by

email <u>eofgang@connecticutmag.com</u> and follow me on

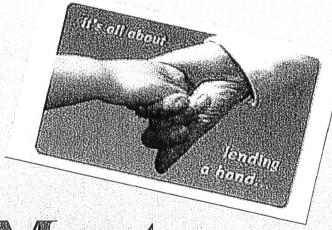
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Magazine on <u>Twitter</u>, on <u>Facebook</u> and <u>Google +</u>

The Birth of Smirnoff & American Vodka

Reader Comments





# Be a Mentor

Bethel Public Schools is looking for businesses whose employees want to guide students as part of its mentoring program. The program is meant to help students succeed academically and personally.

JOIN US FOR REFRESHMENTS AND TO HEAR ABOUT THE PROGRAM:

August 31, 2016 at 9:00am

Berkshire Corporate Park
5 Parklawn Drive, Bethel



Those who are interested in attending or learning more about mentoring students please contact: Program Coordinator, Fran Reters at petersf@bethel.kl2.ct.us



